



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**Patent Application**

**Inventor(s)** : M. WILLCOX  
**Serial No.** : 10/030,878  
**Filed** : OCTOBER 18, 2001  
**Title** : E-COMMERCE TELEVISION  
**Examiner** : S. CHANG  
**Art Unit** : 2614

**AMENDMENT AND RESPONSE**

**Commissioner for Patents**  
**Alexandria, Virginia 22313-1450**

**Sir:**

In response to the Office Action mailed on November 16, 2005, please amend the above-identified application and enter remarks as follows:

**Listing and Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.